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**ANALISIS FAKTOR DOMINAN KEPUASAN PASIEN SEBAGAI DASAR  
PERUMUSAN PLAN OF ACTION UPAYA PENINGKATAN  
UTILISASI RAWAT INAP PENYAKIT DALAM  
DI RSUD KERTOSONO**




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Lembar Pengesahan

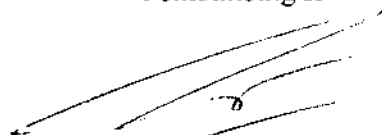
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## ABSTRACT

A value, that satisfies the consumers and be obtained after they use the consumer good or service, is called utilization. Utilization can be attained from Bed Occupancy Rate (BOR). According the health Department standardization of Republic of Indonesia, BOR is about 60-85 percent.

RSUD Kertosono BOR reaches above 75 percent in about five years (1997-2001), while the internis inpatient unit BOR is still 50 percent at the same period of time.

The purpose of this research is to formulate the Plan of Action (PoA) in order to increase the utilization in internis inpatient unit at RSUD Kertosono. The research is based on the analysis of dominant factor which influences the patient's satisfaction level from the profession aspect, the inpatient unit environment and the hospital management aspect.

The plan of this reseach is descriptive-comparative because the point of this reseach is to perceive the patient's satisfaction in the internis patien unit compared with the obsgyni inpatient unit at RSUD Kertosono.

Result: There are eight dominant factors from profession aspect which is considered as the effect of low utilization in the internis inpatient unit. The eight dominant factors that are mentioned earlier can be simplified to be seven alternative activities of problem in PoA rearrangement.

Recommendation: Realization of the plan of action formula in order to increase the utilization in internis inpatient unit at RSUD Kertosono.

**Keywords:** Customer satisfaction-internis unit-utilization-plan of action.